



Arizona  
Commission  
on the Arts

# Arizona Arts Organizations and Economic Challenges

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Arizona Commission on the Arts  
January 2009

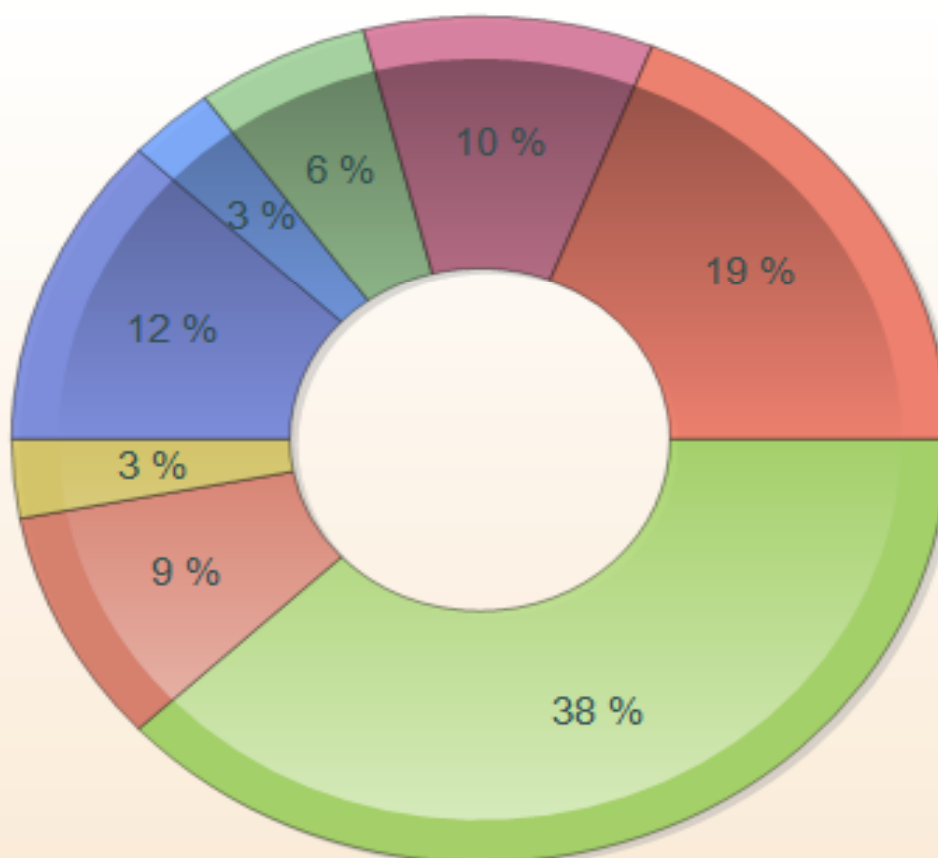
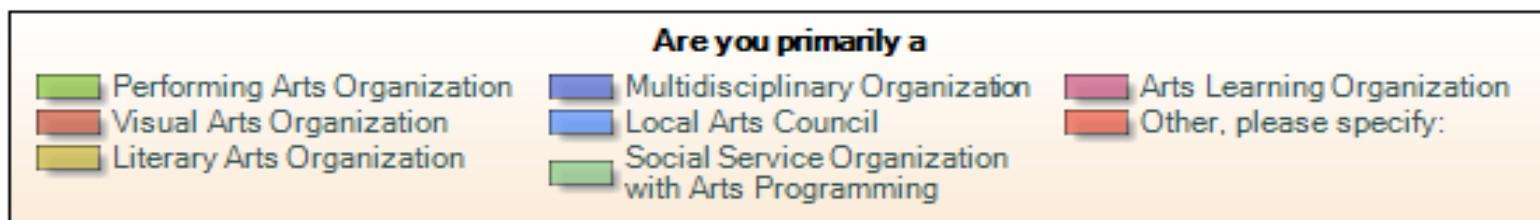
# Arizona Arts Organizations and Economic Challenges

The state and national economy is in distress, and those troubles continue to have an affect on the Arizona arts community in significant ways.

The Arizona Commission on the Arts (ACA) conducted a survey in January of 2009 to assess the impact of recent economic change on Arizona arts organizations. All FY09 grant applicants were invited to participate in the survey. Over 200 organizations responded.

# Respondents

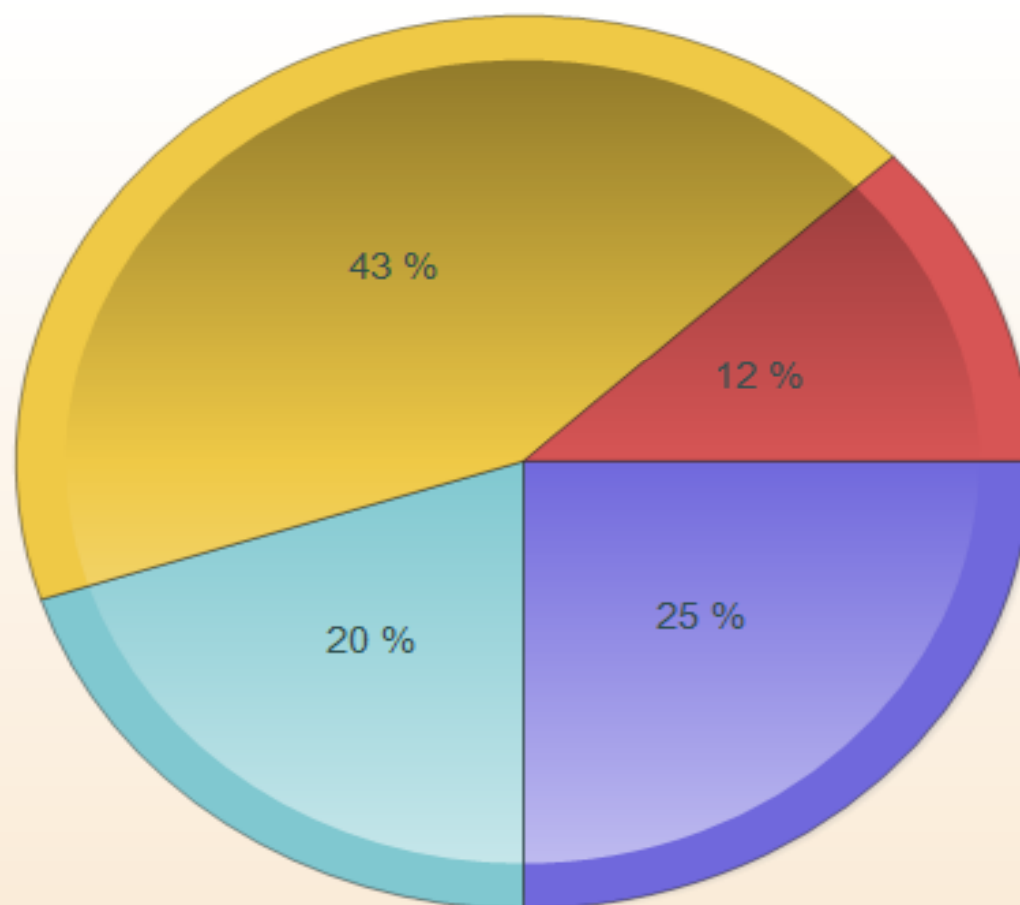
## RESPONDENTS:



## RESPONDENTS

Choose the most appropriate geographic descriptor for your organization.

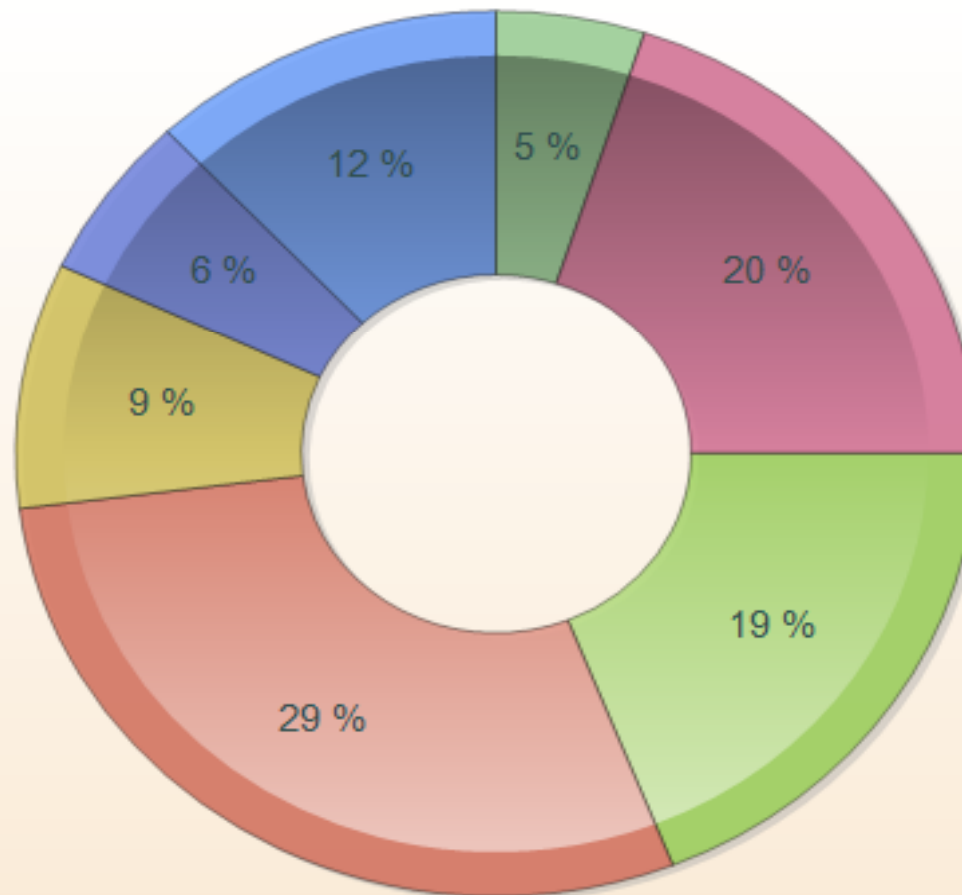
■ Rural 
 ■ Suburban 
 ■ Urban 
 ■ Other, please describe:



## BUDGET

**Which choice best describes your organization's annual operating budget?**

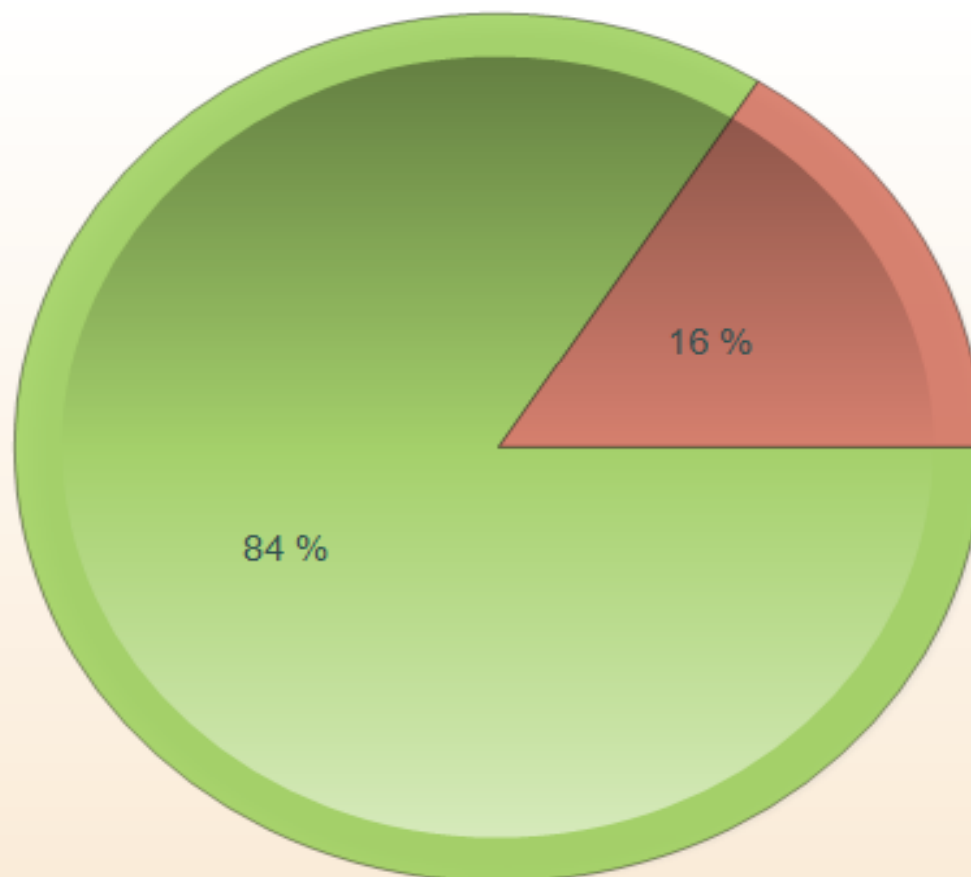
 Under \$25,000	 \$125,000 - \$249,999	 \$400,000 - \$799,999	 \$1,000,000 or above
 \$25,000 - \$124,999	 \$250,000 - \$399,999	 \$800,000 - \$1,000,000	



Are you experiencing a ***decrease in contributions*** to your organization this season or fiscal year?

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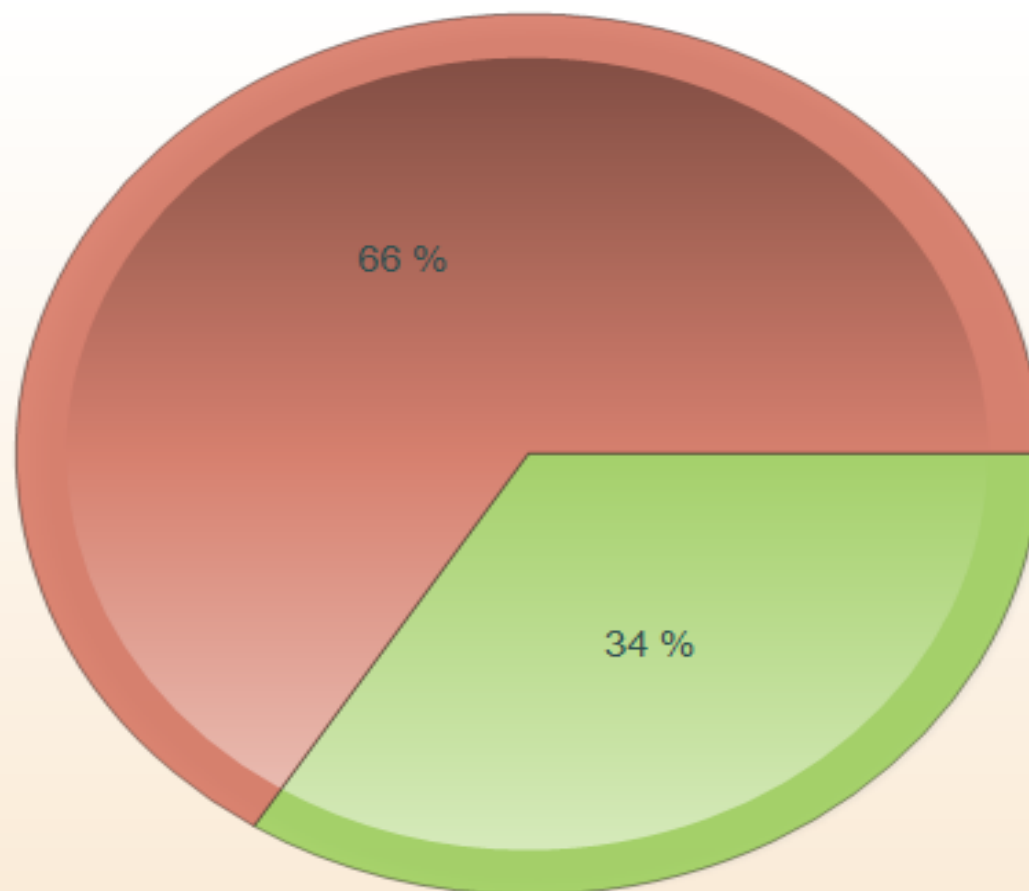
Yes No Additional Comment



Are more donors asking for additional time to fulfill pledges?

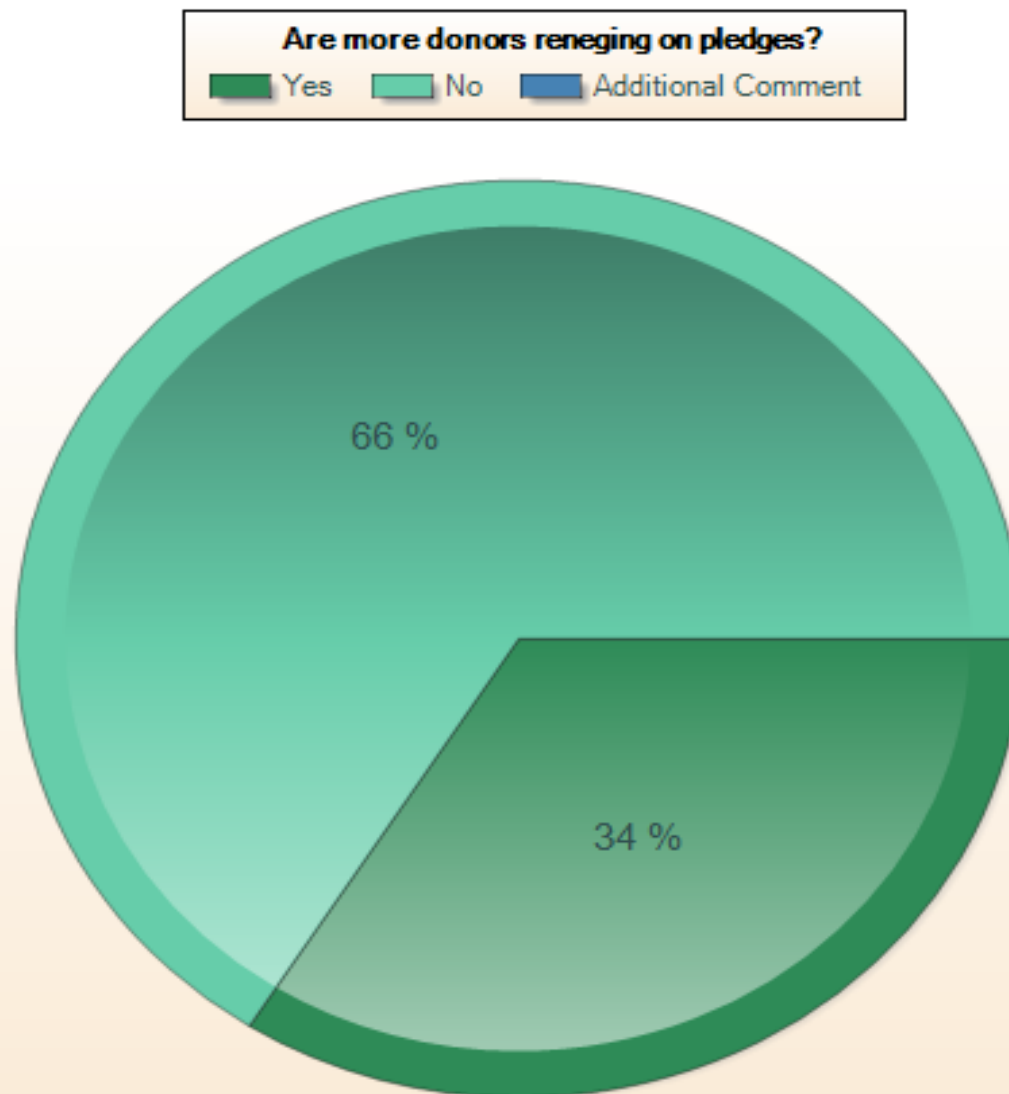
**Are more donors asking for additional time to fulfill pledges?**

Yes No Additional Comment

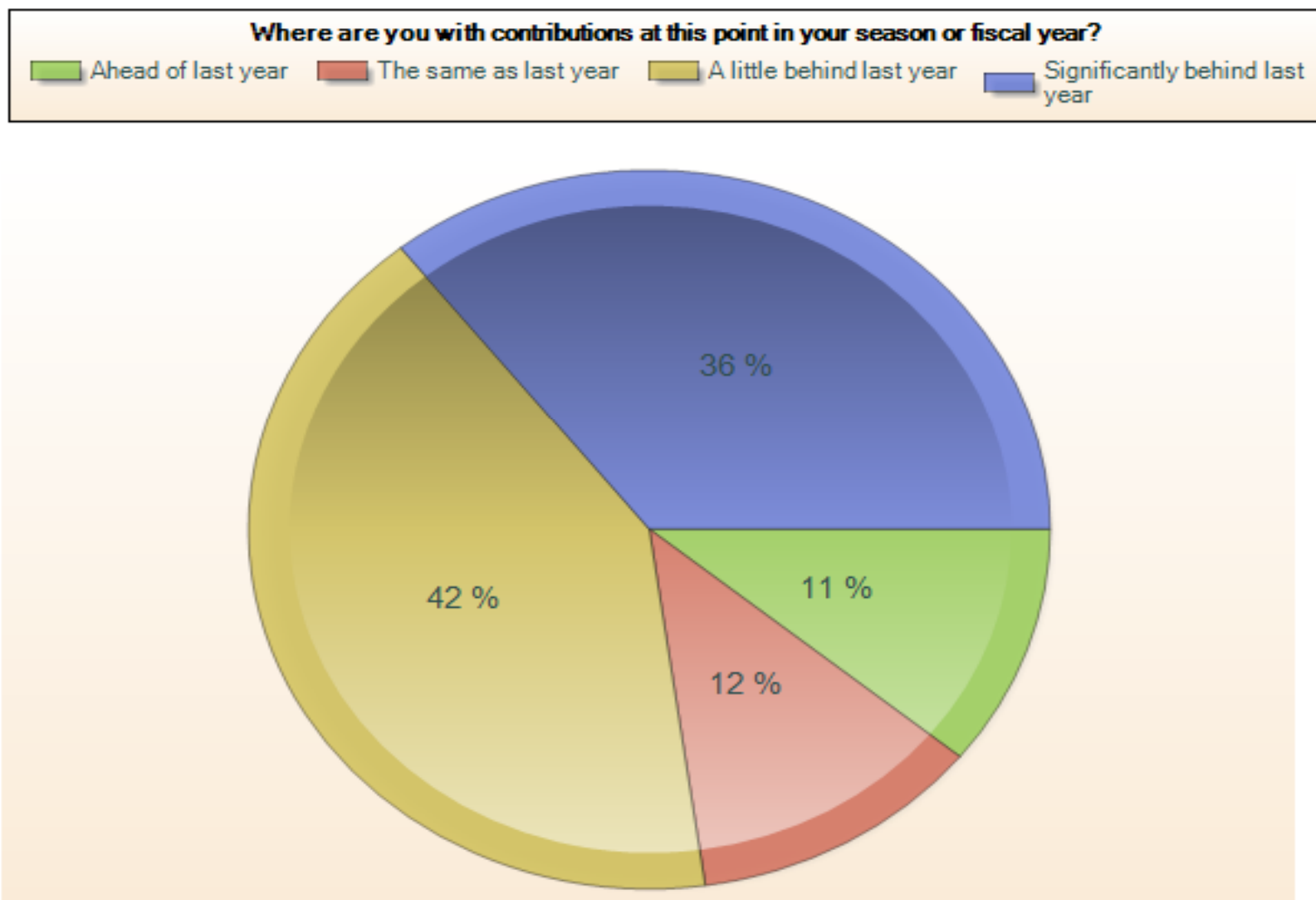




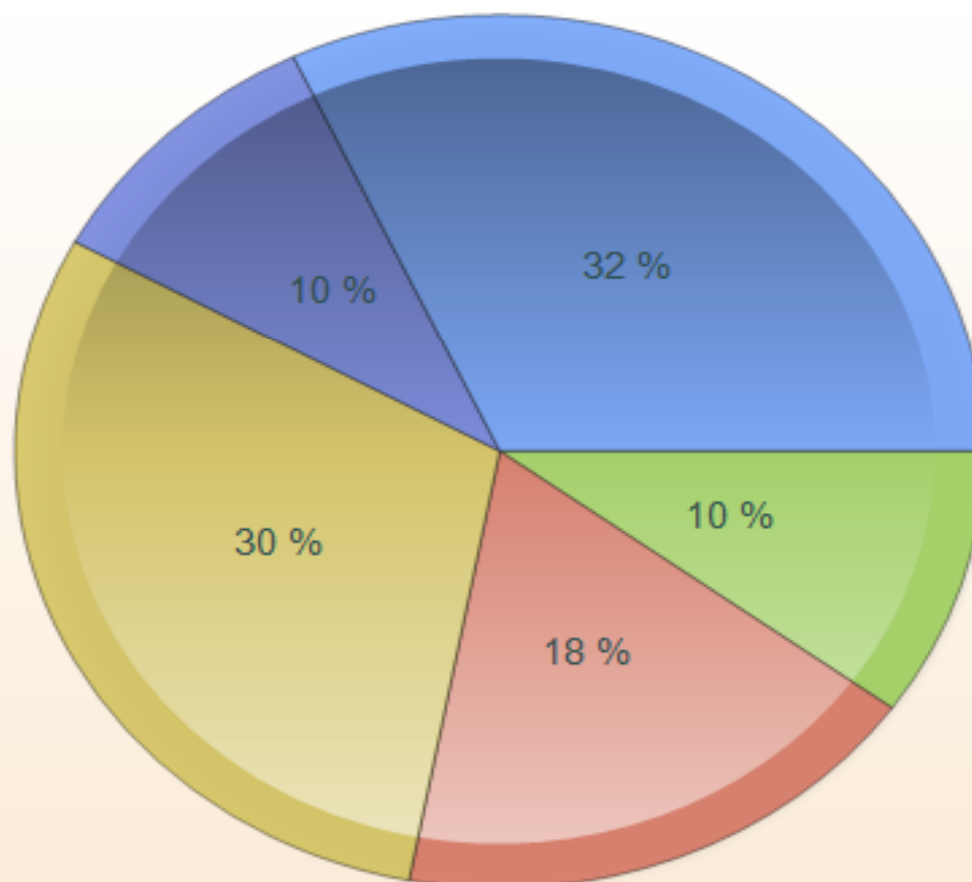
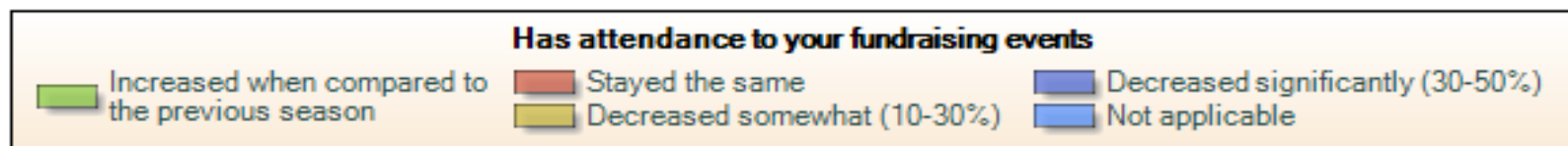
Are more donors reneging on pledges?



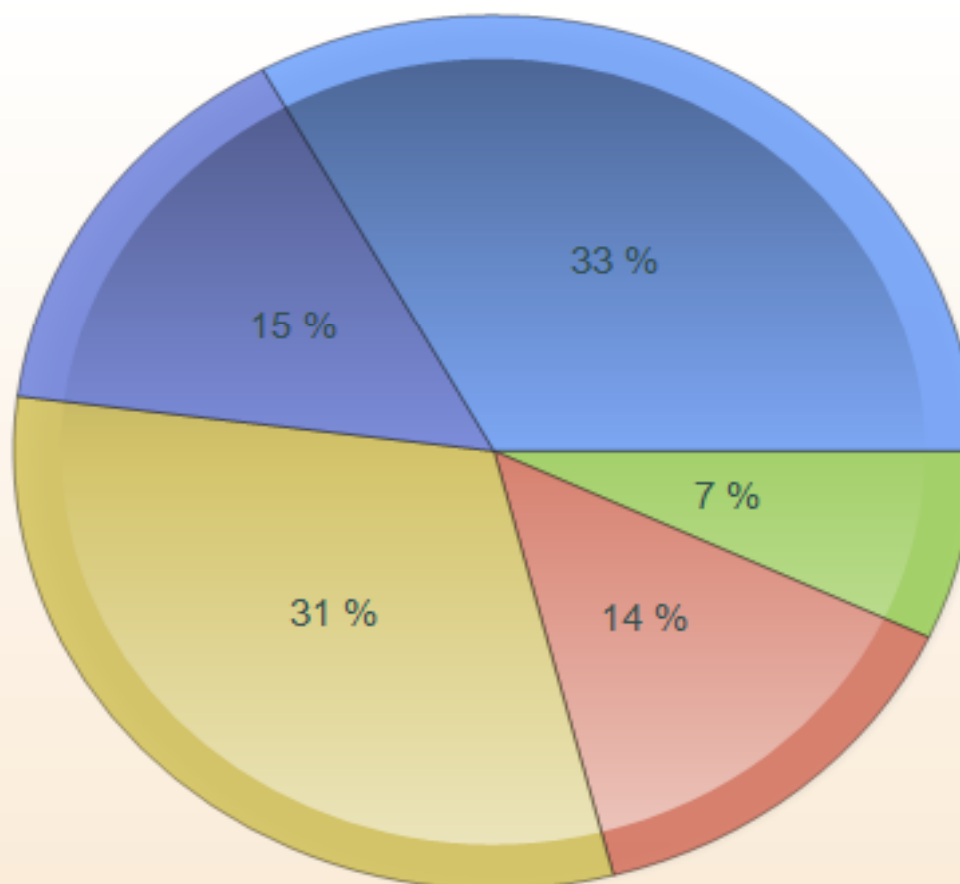
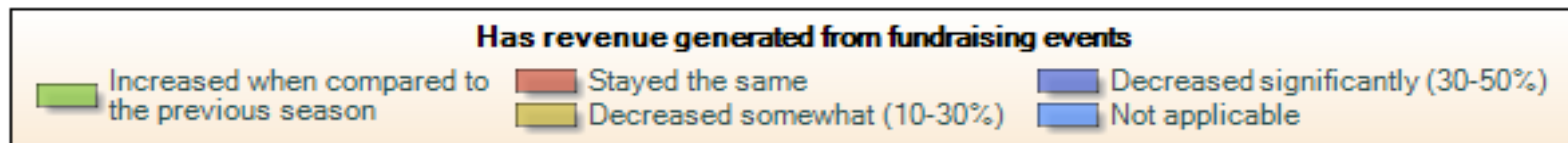
Where are you with contributions at this point in your season or fiscal year?



## Has attendance to your fundraising events

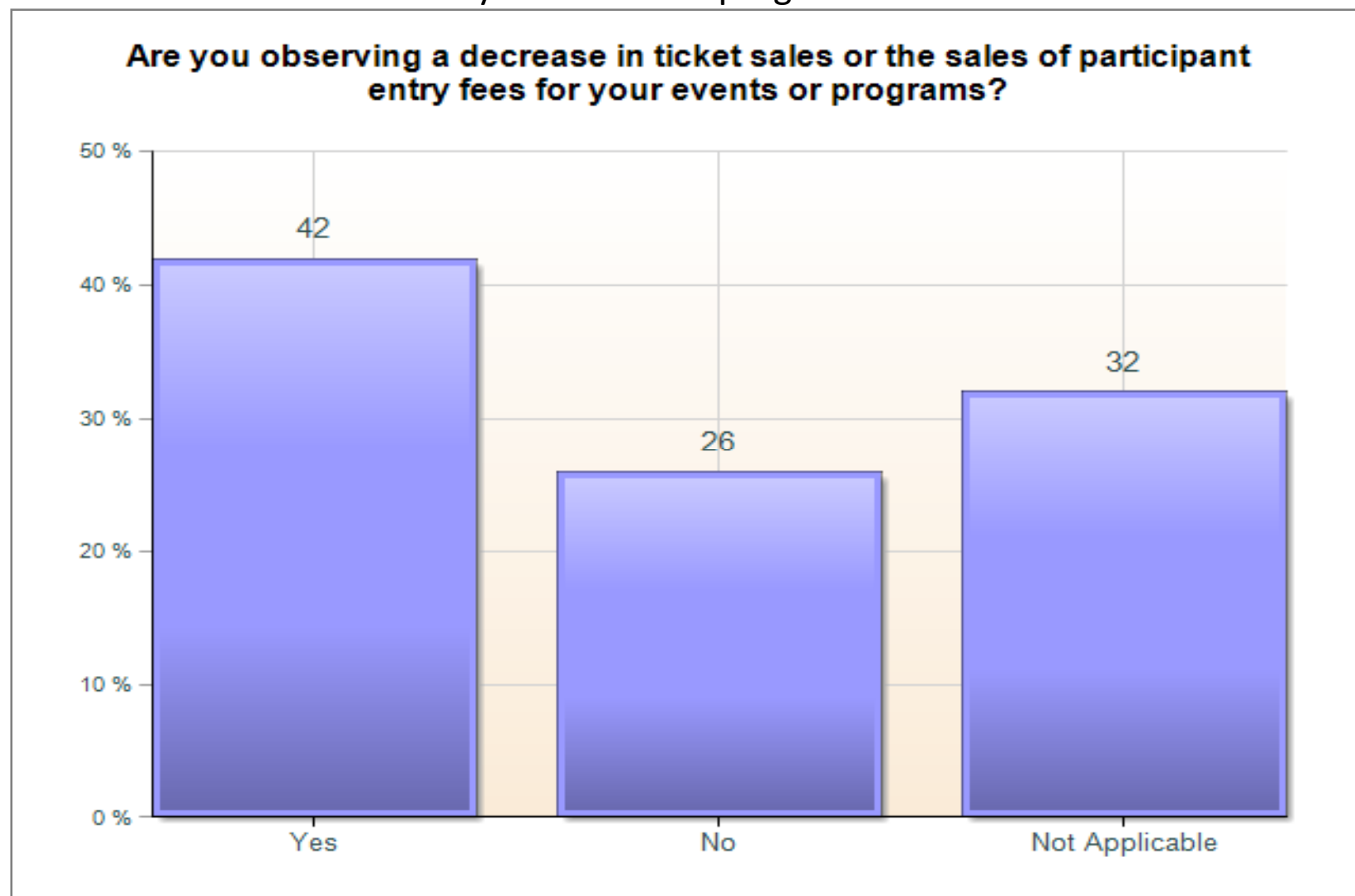


## Has revenue generated from fundraising events



# Earned Income, Ticket Sales and Admissions

Are you observing a decrease in ticket sales or the sales of participant entry fees for your events or programs?



**Are you observing any significant trends in ticket sales, admissions or registrations that concern you (people shifting to single tickets and away from purchasing season tickets, decreases in class registrations, etc.)?**

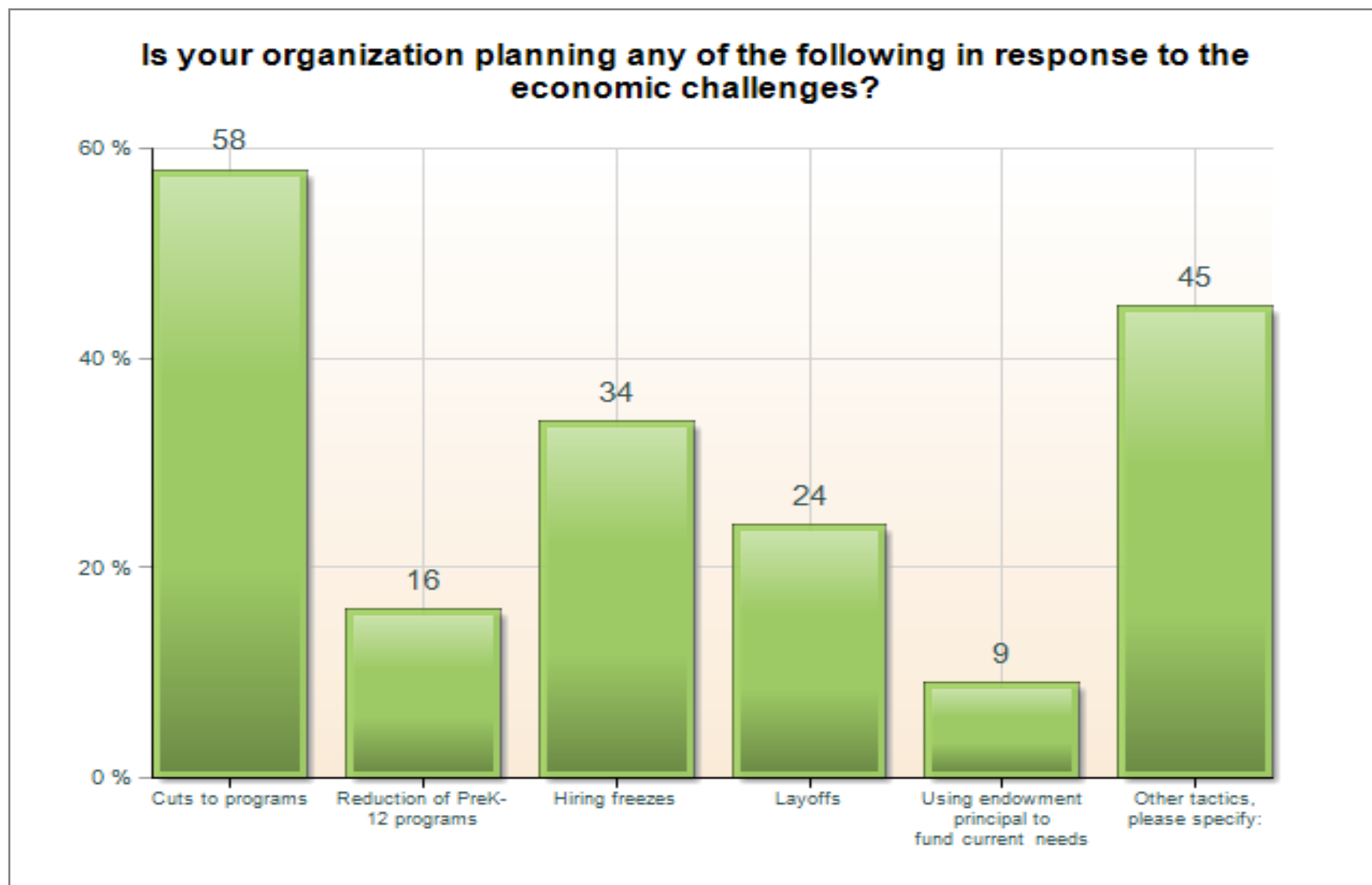
Concerns raised by Arizona grantees:

- Decreased enrollment
- Season ticket purchases down
- Fewer subscriptions
- Fewer schools participating in educational program
- Low attendance, even at free events
- Too early to predict trends
- More reserved, conservative audience/participants overall

# Effects on Organizations and Response Tactics



## Effects/Response



# Other Tactics

Negative

- Cuts to production budgets
- Postponing facility repairs/equipment purchase
  - Utilizing savings to cover costs
- Postponing staff training/professional development
  - Reducing staff hours
- General reduction of spending

# Other Tactics

Positive

- Utilization of more local artists
- Seeking opportunities for partnerships
- Seeking opportunities for collaboration
  - Increase member involvement
  - Increase volunteer base

## **Additional thoughts about the current economic challenges and effects on organization or work:**

Response from the field:

- We share everyone's concern that this year will be challenging and are sharing information to stay abreast of trends.
- Matching funds for school grants are not there.
- We anticipate a decrease in contributions, but an increase in admission sales.
- We are concerned about the overall morale within our organization.
- We find it difficult to depend on any local business participation due to slower spending.

## **Describe how your organization plans to address or respond to economic challenges in your plans for fiscal year 2010:**

Response from the field:

- Stay flexible and ready to deal with issues as they arise.
- Find ways to operate more efficiently.
- Listen to the market.
- Seek to identify overlooked opportunities.
- Shift focus to fundraising.
- Repeat programs that are developed and successful, rather than developing new ones.
- Increase marketing efforts and find partners in advertising.
- Consider reorganization and closely examine priorities.

## **How can the Arizona Commission on the Arts play a role in helping organizations like yours "weather the storm?"**

Response from the field:

- Help us find ways to work together, collaborate and share resources.
- Continue to be a leader as well as provide encouragement and inspiration.
- Encourage organizations to utilize Arizona artists. The Teaching Artist Roster is a great new resource.
- Find ways to avoid cuts to General Operating Support Grants.
- Provide networking and professional development opportunities.
- Make us aware of additional funding sources.
- Host an online resource/blog/googlegroup for sharing ideas.
- Continue to provide talking points and strategies that include the arts as an economic driver.
- Serve as guest speakers to local arts organizations or at regularly scheduled meetings, when possible.
- Bring resources to all areas of the state as travel is more limited now than ever.
- Help us learn about time sharing positions in arts organizations.

## **How can the Arizona Commission on the Arts play a role in helping organizations like yours "weather the storm?"**

Response from the field:

- Keep us informed and updated on a regular basis. Communication is key.
  - Provide status updates of the State Budget and its effect on ACA programs and funding.
  - Advocate and guide us in being effective advocates.
  - Make us aware of changes to grants even if they are not definite.
  - Continue to serve as a resource, while growing offerings that provide guidance on how to deal with present economic issues.
  - Keep lines of communication open, with regular and freely flowing information about what could be on the horizon for Arizona arts organizations.

# Arizona Commission on the Arts

## Response Highlights



Constituents are asking for:

- Communication
- General Operating Support
- Opportunities to share resources and collaborate
- Commission services as a resource when funds are unavailable
- Advocacy training

ACA Response – “Field First” Approach:

- Increased communication to the field in a more financially efficient manner. (Patron Mail)
- Worked to avoid cuts to General Operating Support Grants.
- Implemented system by which the Commission can accept and respond to requests for additional resources. (Project Resource Assistance Survey)
- Created opportunity for constituents to contribute to the content of the annual arts convening, the Southwest Arts Conference, focusing on the arts as part of recover, part of solution.
- Implemented survey to track and respond to needs of constituents in times that continue to be unpredictable with regard to the economy. (Survey repeated every 6 months)
- Advocacy resource recently published, Building Public Value:  
<http://www.azarts.gov/publications/BuildingPublicValue2009.pdf>